



## Local Issue Ad Public File Checklist

Station WGHP

Date 7/20

1. Name of Sponsor American Crossroads

2. 7/20 - 7/30  
Flight dates and times

3. Suffered  
Name of spot/description of script/issue

4. sourced  
Substantiation provided (describe)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Officers and Directors of sponsor in Station Public File X         
Yes No (explain below)

6. Sponsor ID: X         
Yes No (explain below)

NOTES:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

American Crossroads committee

**Mike Duncan, *Chairman of the Board***

Prior to serving as Chairman of the board of American Crossroads, Mike Duncan served as chairman, treasurer and general counsel of the Republican National Committee. In his role as Chairman of the RNC, Duncan helped raise and direct more than \$400 million in political spending and strengthened the RNC's voter turnout operations.

After his two-year chairmanship at the RNC, Duncan was elected chairman of the Tennessee Valley Authority Board, where he has been a board member since his Senate confirmation in 2006. Duncan stepped down as TVA Chair in May 2010 to become the founding Chairman of American Crossroads.

Duncan has served on the campaigns of five Presidents, including Richard Nixon, Gerald Ford, Ronald Reagan, George H. W. Bush and George W. Bush. He has been a delegate to seven Republican National Conventions. Duncan also served George H. W. Bush as Assistant Director of Public Liaison. President George W. Bush appointed him to the President's Commission on White House Fellows in 2001 and later nominated him to the Tennessee Valley Authority board.

The Duncan family is the principal owner of two community banks with five offices in eastern Kentucky. Duncan has served as President of the Kentucky Bankers Association and as Director of the Cleveland Federal Reserve Bank Cincinnati Branch.

**Jo Ann Davidson, *Director***

Jo Ann Davidson is the former co-chair of the Republican National Committee. She was also chairman of the 2008 Republican National Convention, and prior to that was the first woman elected Speaker of the Ohio House of Representatives. She is an expert in grassroots mobilization and voter turnout programs. Davidson is the President of JAD and Associates LLC, a consulting firm founded in 2001 that provides strategic planning, public policy and public affairs advice to a broad client base.

Davidson's career in public service includes 20 years as a member of the Ohio House of Representatives as well as 10 years as a member of Reynoldsburg City Council.

**Steven Law, *President & Chief Executive Officer***

Steven Law brings two and a half decades of diverse experience in government, politics, ethics and law to his role as chief executive of American Crossroads.

Law served as chief legal officer and general counsel of the U.S. Chamber of Commerce, the largest and most active general business association in the country. In that role, Law ensured legal compliance for the Chamber's multimillion-dollar political program, and personally created and directed the Chamber's successful grassroots advocacy campaign against the Employee Free Choice Act.

Prior to his stint at the U.S. Chamber, Law was deputy secretary of the U.S. Department of Labor under President George W. Bush, where he championed new financial transparency and ethics reforms for labor unions. Under Law's leadership, the Department cut spending and was ranked the best managed agency in the Executive Branch.

On Capitol Hill, Law served as executive director of the National Republican Senatorial Committee for both the 1998 and 2000 election cycles. He erased a huge leftover debt and led the committee to set new records for fundraising and political action. Law was the manager of Senator Mitch McConnell's first reelection campaign in 1990, and served as McConnell's chief of staff from 1991 to 1997.

Law is a graduate of the University of California, Davis, and received his J.D. from Columbia University School of Law, as a Harlan Fiske Stone Scholar.

**Carl Forti, *Political Director***

Mr. Forti has over fifteen years experience in media relations, campaign strategy, strategic communications and public affairs. He has served in leadership positions on Capitol Hill and a presidential campaign.

Before founding the Black Rock Group, Forti served as executive vice president for issue advocacy at Freedom's Watch, an independent organization that was a strong voice for conservatives and impacted the public policy debate at local and national levels.

Prior to Freedom's Watch, Forti was deputy campaign manager – political director for Romney for President, where he built and managed the national political operation which produced 11 primary or caucus victories.

Forti also has extensive experience on Capitol Hill. He served in numerous capacities at the National Republican Congressional Committee including Communications Director and Issue Advocacy Director, where he managed an \$80 million dollar independent expenditure campaign.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12      Steph Mury      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title

**WGHP-TV**

## ORDER

Print Date 07/19/12 Page 1 of 7

**Flight Dates 07/20/12-07/30/12**

Order Sep 00:15:00

**Product**  
**American Crossroads**

Estimate # 828

Alt Order # 9774878

<u>Billing Type</u>	Cash
---------------------	------

Order Type	GENERAL
------------	---------

**Billing Cycle**      **EOM/EOC**

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes      SP-POL    PLI      POL

**Product Codes** PL2A

Priority 3

Advertiser Ref

Contract / Revision **562428** /

Original Date / Revision  
07/19/12 07/19/12

Advertiser **American Crossroads**

Agency **Crossroads Media, LLC.**

**Buying Contact Stephanie Maroney**

**66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314**

Agency Com	15%
------------	-----

### Billing Contact

**66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314**

Sales Office DC-M

Sales Region NAT

Agency Ref

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 31%    Market Value 132419

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	32%	42374
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	27%	35753
WXLV	10%	13241

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	37	\$24,905.00	\$29,300.00	0.00	06/25/12	07/29/12	37	\$24,905.00	\$29,300.00
August 2012	12	\$9,987.50	\$11,750.00	0.00	07/30/12	07/30/12	12	\$9,987.50	\$11,750.00
<b>Totals</b>	<b>49</b>	<b>\$34,892.50</b>	<b>\$41,050.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	8	07/20/12	07/20/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$250.00	3	0.00	NM	0	\$0.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	----F--			1		\$250.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	07/16/12-07/22/12	M-F 5-6a			5-6a	-----F----	:30	(\$250.00)	0.00	NM				
Credited															
2	8	07/23/12	07/23/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	M-----			1		\$250.00		0.00				



WGHP-TV

Print Date: 07/19/12

Page 2 of 7

Contract / Revision **562428** Flight Dates **07/20/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	8	07/23/12	07/23/12	M-F 5-6a FOX 8 Morning News FOX 8 NEWS AT 5A	CM-All	5-6a	M-----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	M-----					1	\$250.00		0.00		
3	8	07/24/12	07/24/12	M-F 5-6a FOX 8 Morning News FOX 8 NEWS AT 5A	CM-All	5-6a	-T-----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	-T-----					1	\$250.00		0.00		
4	8	07/25/12	07/25/12	M-F 5-6a FOX 8 Morning News FOX 8 NEWS AT 5A	CM-All	5-6a	--W----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--W----					1	\$250.00		0.00		
5	8	07/27/12	07/27/12	M-F 5-6a FOX 8 Morning News FOX 8 NEWS AT 5A	CM-All	5-6a	----F--	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	----F--					1	\$250.00		0.00		
E 6	8	07/20/12	07/20/12	M-F 7-8a Fox 8 Morning News FOX 8 NEWS AT 6A	CM-All	7-8a	----F--	:30	1	\$800.00	3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/16/12	07/22/12	----F--					1	\$800.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	8	07/16/12-07/22/12		M-F 7-8a	7-8a		----F--	:30		<del>(\$800.00)</del>		0.00 NM		
Credited														
7	8	07/23/12	07/23/12	M-F 7-8a Fox 8 Morning News FOX 8 NEWS AT 6A	CM-All	7-8a	M-----	:30	1	\$800.00	3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	M-----					1	\$800.00		0.00		
8	8	07/24/12	07/24/12	M-F 7-8a Fox 8 Morning News FOX 8 NEWS AT 6A	CM-All	7-8a	-T-----	:30	1	\$800.00	3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	-T-----					1	\$800.00		0.00		
9	8	07/26/12	07/26/12	M-F 7-8a Fox 8 Morning News FOX 8 NEWS AT 6A	CM-All	7-8a	---T---	:30	1	\$800.00	3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	---T---					1	\$800.00		0.00		
10	8	07/23/12	07/23/12	M-F 8-9a Fox 8 Morning News FOX 8 NEWS AT 8A	CM-All	8-9a	M-----	:30	1	\$700.00	3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	M-----					1	\$700.00		0.00		
11	8	07/25/12	07/25/12	M-F 8-9a Fox 8 Morning News FOX 8 NEWS AT 8A	CM-All	8-9a	--W----	:30	1	\$700.00	3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--W----					1	\$700.00		0.00		



WGHP-TV

Print Date: 07/19/12

Page 3 of 7

Contract / Revision **562428** Flight Dates **07/20/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:15:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
12	8	07/26/12	07/26/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	---T---	:30	1	\$700.00	3	0.00 NM	1	\$700.00
FOX 8 NEWS AT 8A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	---T---	1		\$700.00		0.00					
13	8	07/27/12	07/27/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	----F--	:30	1	\$700.00	3	0.00 NM	1	\$700.00
FOX 8 NEWS AT 8A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	----F--	1		\$700.00		0.00					
E 14	8	07/20/12	07/20/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	----F--	:30	1	\$400.00	3	0.00 NM	0	\$0.00
FOX 8 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	----F--	1		\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	07/16/12-07/22/12		M-F 9a-10a	9a-10a		----F--	:30	(\$400.00)	0.00	NM			
Credited														
15	8	07/23/12	07/23/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	M-----	:30	1	\$400.00	3	0.00 NM	1	\$400.00
FOX 8 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	M-----	1		\$400.00		0.00					
16	8	07/24/12	07/24/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	-T-----	:30	1	\$400.00	3	0.00 NM	1	\$400.00
FOX 8 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-T-----	1		\$400.00		0.00					
17	8	07/26/12	07/26/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	---T---	:30	1	\$400.00	3	0.00 NM	1	\$400.00
FOX 8 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	---T---	1		\$400.00		0.00					
18	8	07/30/12	07/30/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	M-----	:30	1	\$400.00	3	0.00 NM	1	\$400.00
FOX 8 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----	1		\$400.00		0.00					
E 19	8	07/20/12	07/20/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	----F--	:30	1	\$1,200.00	3	0.00 NM	0	\$0.00
FOX 8 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	----F--	1		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	07/16/12-07/22/12		M-F 5-530p	5-530p		----F--	:30	(\$1,200.00)	0.00	NM			
Credited														
20	8	07/24/12	07/24/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	-T-----	:30	1	\$1,200.00	3	0.00 NM	1	\$1,200.00
FOX 8 NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-T-----	1		\$1,200.00		0.00					
21	8	07/26/12	07/26/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	---T---	:30	1	\$1,200.00	3	0.00 NM	1	\$1,200.00



														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
F OX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---					1	\$1,200.00		0.00			
22	8	07/30/12	07/30/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
F OX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----					1	\$1,200.00		0.00			
23	8	07/23/12	07/23/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----					1	\$1,200.00		0.00			
24	8	07/25/12	07/25/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	--W----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----					1	\$1,200.00		0.00			
25	8	07/27/12	07/27/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	----F--	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$1,200.00		0.00			
26	8	07/30/12	07/30/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----					1	\$1,200.00		0.00			
E 27	8	07/20/12	07/20/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	----F--	:30	1	\$1,600.00	3	0.00	NM	0	\$0.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$1,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	07/16/12-07/22/12		M-F 6-630p		6-630p	----F--	:30		<del>(\$1,600.00)</del>		0.00	NM		
Credited															
28	8	07/24/12	07/24/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	-T-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----					1	\$1,600.00		0.00			
29	8	07/26/12	07/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	---T---	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---					1	\$1,600.00		0.00			
30	8	07/30/12	07/30/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----					1	\$1,600.00		0.00			
E 31	8	07/20/12	07/20/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	----F--	:30	1	\$1,300.00	3	0.00	NM	0	\$0.00



WGHP-TV

Print Date: 07/19/12

Page 5 of 7

Contract / Revision 562428 Flight Dates 07/20/12-07/30/12

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:15:00

Advertiser American Crossroads

Product American Crossroads

Estimate # 828

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
FOX8 10.00 NWS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/16/12	07/22/12	----F--			1		\$1,300.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	8	07/16/12-07/22/12		LN (M-F)		10-1030p	(10:00 PM-10:30 PM)----F--	:30		<del>(\$1,300.00)</del>		0.00 NM		
Credited														
32	8	07/24/12	07/24/12	LN (M-F)	CM-All	10-1030p	-T-----	:30	1	\$1,300.00	3	0.00 NM	1	\$1,300.00
				Late News M-F	(10:00 PM-10:30 PM)									
FOX8 10.00 NWS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	-T-----			1		\$1,300.00	0.00				
33	8	07/26/12	07/26/12	LN (M-F)	CM-All	10-1030p	---T---	:30	1	\$1,300.00	3	0.00 NM	1	\$1,300.00
				Late News M-F	(10:00 PM-10:30 PM)									
FOX8 10.00 NWS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	---T---			1		\$1,300.00	0.00				
34	8	07/23/12	07/23/12	LN (M-F)	CM-All	1030-11p	M-----	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
				Late News M-F	(10:30 PM-11:00 PM)									
AVG. ALL WKS/FOX8 10.00 NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	M-----			1		\$1,000.00	0.00				
35	8	07/25/12	07/25/12	LN (M-F)	CM-All	1030-11p	--W----	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
				Late News M-F	(10:30 PM-11:00 PM)									
AVG. ALL WKS/FOX8 10.00 NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	--W----			1		\$1,000.00	0.00				
36	8	07/27/12	07/27/12	LN (M-F)	CM-All	1030-11p	----F--	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
				Late News M-F	(10:30 PM-11:00 PM)									
AVG. ALL WKS/FOX8 10.00 NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	----F--			1		\$1,000.00	0.00				
37	8	07/30/12	07/30/12	LN (M-F)	CM-All	1030-11p	M-----	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
				Late News M-F	(10:30 PM-11:00 PM)									
AVG. ALL WKS/FOX8 10.00 NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----			1		\$1,000.00	0.00				
E 38	8	07/21/12	07/21/12	MLB on FOX	CM-All	330-7p	-----S-	:30	1	\$350.00	5	0.00 NM	0	\$0.00
				MLB on FOX	(3:30 PM-7:00 PM)									
MLB BASEBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/16/12	07/22/12	-----S-			1		\$350.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	8	07/16/12-07/22/12		MLB on FOX		330-7p	(3:30 PM-7:00 PM)-----Sa--	:30		<del>(\$350.00)</del>		0.00 NM		
Credited														
39	8	07/28/12	07/28/12	MLB on FOX	CM-All	330-7p	-----S-	:30	1	\$350.00	5	0.00 NM	1	\$350.00
				MLB on FOX	(3:30 PM-7:00 PM)									
MLB BASEBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-			1		\$350.00	0.00				
40	8	07/22/12	07/22/12	Su 6p-7p	CM-All	6p-7p	-----S	:30	1	\$450.00	3	0.00 NM	1	\$450.00
				Su 6p-7p										
FOX 8 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				



WGHP-TV

Print Date: 07/19/12

Page 6 of 7

Contract / Revision **562428** Flight Dates **07/20/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:15:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **828**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
40	8	07/22/12	07/22/12	Su 6p-7p Su 6p-7p	CM-All	6p-7p	-----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
FOX 8 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	-----S	1		\$450.00		0.00						
41	8	07/29/12	07/29/12	Su 6p-7p Su 6p-7p	CM-All	6p-7p	-----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
FOX 8 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$450.00		0.00						
42	8	07/23/12	07/23/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	M-----	1		\$800.00		0.00						
43	8	07/25/12	07/25/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	--W----	1		\$800.00		0.00						
44	8	07/27/12	07/27/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	----F--	1		\$800.00		0.00						
45	8	07/30/12	07/30/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$800.00		0.00						
E 46	8	07/20/12	07/20/12	M-F 12-1230p Noon News	CM-All	12-1230p	----F--	:30	1	\$100.00	5	0.00	NM	0	\$0.00
FOX 8 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	----F--	1		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	8	07/16/12-07/22/12		M-F 12-1230p	12-1230p		----F--	:30	(\$100.00)		0.00	NM			
Credited															
47	8	07/24/12	07/24/12	M-F 12-1230p Noon News	CM-All	12-1230p	-T-----	:30	1	\$100.00	5	0.00	NM	1	\$100.00
FOX 8 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-T-----	1		\$100.00		0.00						
48	8	07/26/12	07/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	---T---	:30	1	\$100.00	5	0.00	NM	1	\$100.00
FOX 8 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	---T---	1		\$100.00		0.00						
49	8	07/25/12	07/25/12	Wednesday Prime Rotation SYTYCD	CM-All	8p-10p	--W----	:30	1	\$2,800.00	3	0.00	NM	1	\$2,800.00
SO YOU THINK YOU CAN DANCE9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	--W----	1		\$2,800.00		0.00						



WGHP-TV

Print Date: 07/19/12

Page 7 of 7

Contract / Revision **562428** Flight Dates **07/20/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **828**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 50	8	07/30/12	07/30/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
FOX 8 NEWS AT 5A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$250.00		0.00				
N 51	8	07/30/12	07/30/12	M-F 7-8e Fox 8 Morning News	CM-All	7-8e	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX 8 NEWS AT 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$800.00		0.00				
N 52	8	07/30/12	07/30/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
FOX 8 NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$400.00		0.00				
N 53	8	07/30/12	07/30/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00	
FOX 8 NEWS AT 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$1,200.00		0.00				
N 54	8	07/30/12	07/30/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00	
FOX 8 NEWS AT 6P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$1,600.00		0.00				
N 55	8	07/30/12	07/30/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	M-----	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00	
FOX8 10.00 NWS<																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$1,300.00		0.00				
N 56	8	07/28/12	07/28/12	MLB on FOX MLB on FOX	CM-All	330-7p (3:30 PM-7:00 PM)	-----S-	:30	1	\$350.00	5	0.00	NM	1	\$350.00	
MLB BASEBALL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-					1	\$350.00		0.00				
N 57	8	07/23/12	07/27/12	M-F 12-1230p Noon News	CM-All	12-1230p	MTWTF--	:30	1	\$100.00	5	0.00	NM	1	\$100.00	
FOX 8 NEWS AT NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	MTWTF--					1	\$100.00		0.00				
														Totals	49	\$41,050.00



WGHP-TV

## ORDER

Print Date 07/19/12

Page 1 of 6

Flight Dates 07/20/12-07/30/12

Order Sep 00:15:00

Estimate # 828

Alt Order # 9774878

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

New

Contract / Revision 562428 /

Original Date / Revision  
07/19/12 07/19/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

86 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 31% Market Value 132419

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	32%	42374
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	27%	35753
WXLV	10%	13241

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	43	\$29,622.50	\$34,850.00	0.00	06/25/12	07/29/12	43	\$29,622.50	\$34,850.00
August 2012	6	\$5,270.00	\$6,200.00	0.00	07/30/12	07/30/12	6	\$5,270.00	\$6,200.00
Totals	49	\$34,892.50	\$41,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	8	07/20/12	07/20/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$250.00		0.00			
E 2	8	07/23/12	07/23/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----					1	\$250.00		0.00			
E 3	8	07/24/12	07/24/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	-T-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
FOX 8 NEWS AT 5A															





														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	8	07/23/12	07/23/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----					1	\$1,200.00		0.00			
E 24	8	07/25/12	07/25/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	--W----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----					1	\$1,200.00		0.00			
E 25	8	07/27/12	07/27/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	----F--	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$1,200.00		0.00			
E 26	8	07/30/12	07/30/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	M-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----					1	\$1,200.00		0.00			
E 27	8	07/20/12	07/20/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	----F--	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$1,600.00		0.00			
E 28	8	07/24/12	07/24/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	-T-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----					1	\$1,600.00		0.00			
E 29	8	07/26/12	07/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	---T---	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---					1	\$1,600.00		0.00			
E 30	8	07/30/12	07/30/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----					1	\$1,600.00		0.00			
E 31	8	07/20/12	07/20/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	----F--	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
FOX8 10.00 NWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$1,300.00		0.00			
E 32	8	07/24/12	07/24/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	-T-----	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
FOX8 10.00 NWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----					1	\$1,300.00		0.00			
E 33	8	07/26/12	07/26/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	---T---	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
FOX8 10.00 NWS<															



														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	8	07/26/12	07/26/12	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	---T---	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
FOX8 10.00 NWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---			1		\$1,300.00			0.00			
E 34	8	07/23/12	07/23/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
AVG. ALL WKS/FOX8 10.00 NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----			1		\$1,000.00			0.00			
E 35	8	07/25/12	07/25/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	--W----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
AVG. ALL WKS/FOX8 10.00 NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----			1		\$1,000.00			0.00			
E 36	8	07/27/12	07/27/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
AVG. ALL WKS/FOX8 10.00 NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--			1		\$1,000.00			0.00			
E 37	8	07/30/12	07/30/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
AVG. ALL WKS/FOX8 10.00 NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----			1		\$1,000.00			0.00			
E 38	8	07/21/12	07/21/12	MLB on FOX MLB on FOX	CM-All	330-7p (3:30 PM-7:00 PM)	-----S-	:30	1	\$350.00	5	0.00	NM	1	\$350.00
MLB BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-			1		\$350.00			0.00			
E 39	8	07/28/12	07/28/12	MLB on FOX MLB on FOX	CM-All	330-7p (3:30 PM-7:00 PM)	-----S-	:30	1	\$350.00	5	0.00	NM	1	\$350.00
MLB BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-			1		\$350.00			0.00			
E 40	8	07/22/12	07/22/12	Su 6p-7p Su 6p-7p	CM-All	6p-7p	-----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
FOX 8 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S			1		\$450.00			0.00			
E 41	8	07/29/12	07/29/12	Su 6p-7p Su 6p-7p	CM-All	6p-7p	-----S	:30	1	\$450.00	3	0.00	NM	1	\$450.00
FOX 8 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S			1		\$450.00			0.00			
E 42	8	07/23/12	07/23/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----			1		\$800.00			0.00			
E 43	8	07/25/12	07/25/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX 8 NEWS AT 6A															

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 43	8	07/25/12	07/25/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX 8 NEWS AT 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	--W----					1	\$800.00		0.00				
E 44	8	07/27/12	07/27/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX 8 NEWS AT 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	----F--					1	\$800.00		0.00				
E 45	8	07/30/12	07/30/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX 8 NEWS AT 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$800.00		0.00				
E 46	8	07/20/12	07/20/12	M-F 12-1230p Noon News	CM-All	12-1230p	----F--	:30	1	\$100.00	5	0.00	NM	1	\$100.00	
FOX 8 NEWS AT NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	----F--					1	\$100.00		0.00				
E 47	8	07/24/12	07/24/12	M-F 12-1230p Noon News	CM-All	12-1230p	-T-----	:30	1	\$100.00	5	0.00	NM	1	\$100.00	
FOX 8 NEWS AT NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-T-----					1	\$100.00		0.00				
E 48	8	07/26/12	07/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	---T---	:30	1	\$100.00	5	0.00	NM	1	\$100.00	
FOX 8 NEWS AT NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	---T---					1	\$100.00		0.00				
E 49	8	07/25/12	07/25/12	Wednesday Prime Rotation SYTYCD	CM-All	8p-10p	--W----	:30	1	\$2,800.00	3	0.00	NM	1	\$2,800.00	
SO YOU THINK YOU CAN DANCE9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	--W----					1	\$2,800.00		0.00				
														Totals	49	\$41,050.00

## INVOICE



**WGHP**  
**2005 Francis St.**  
**High Point, NC 27263**  
**Main: (336)841-8888**  
**Billing: (336)821-1209**

www.myfox8.com

Billing Address:

**Crossroads Media, LLC.**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

Invoice #	Invoice Date	Invoice Month	Invoice Period
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WGHP	Brad Philipps	Washington DC	National

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	828

Flight Dates	Order #	Alt Order #
07/20/12 - 07/30/12	562428	9774878

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Do Not Mail

IDB #	Advertiser Code	Product Code
8433	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/20/12	07/20/12	FOX 8 Morning News	5-6a	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/20/12 5-6a FOX 8 Morning News 5-6a :00 <del>\$250.00</del> NM Credited									
2	07/23/12	07/23/12	FOX 8 Morning News	5-6a	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 M 07/23/12 5:53 AM FOX 8 Morning News 5-6a :30 USPRTV11ACH \$250.00 NM									
3	07/24/12	07/24/12	FOX 8 Morning News	5-6a	-T-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Tu 07/24/12 5:48 AM FOX 8 Morning News 5-6a :30 USPRTV11ACH \$250.00 NM									
4	07/25/12	07/25/12	FOX 8 Morning News	5-6a	--W----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 --W---- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 W 07/25/12 5:48 AM FOX 8 Morning News 5-6a :30 USPRTV11ACH \$250.00 NM									
5	07/27/12	07/27/12	FOX 8 Morning News	5-6a	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/27/12 5:24 AM FOX 8 Morning News 5-6a :30 USPRTV11ACH \$250.00 NM									

## INVOICE



Send Payment To:  
**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

Invoice #	Invoice Date	Invoice Month	Invoice Period
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	828	

www.myfox8.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	07/20/12	07/20/12	Fox 8 Morning News	7-8a	----F--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/16/12	07/22/12	----F--	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	F	07/20/12		Fox 8 Morning News	7-8a	:00		\$800.00	NM
	Credited								
7	07/23/12	07/23/12	Fox 8 Morning News	7-8a	M-----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	M-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	M	07/23/12	7:43 AM	Fox 8 Morning News	7-8a	:30	USPRTV11ACH	\$800.00	NM
8	07/24/12	07/24/12	Fox 8 Morning News	7-8a	-T-----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-T-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	Tu	07/24/12	7:39 AM	Fox 8 Morning News	7-8a	:30	USPRTV11ACH	\$800.00	NM
9	07/26/12	07/26/12	Fox 8 Morning News	7-8a	---T---	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---T---	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	Th	07/26/12	7:29 AM	Fox 8 Morning News	7-8a	:30	USPRTV11ACH	\$800.00	NM
10	07/23/12	07/23/12	Fox 8 Morning News	8-9a	M-----	:30	1	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	M-----	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	M	07/23/12	8:40 AM	Fox 8 Morning News	8-9a	:30	USPRTV11ACH	\$700.00	NM
11	07/25/12	07/25/12	Fox 8 Morning News	8-9a	--W----	:30	1	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	--W----	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	W	07/25/12	8:28 AM	Fox 8 Morning News	8-9a	:30	USPRTV11ACH	\$700.00	NM
12	07/26/12	07/26/12	Fox 8 Morning News	8-9a	---T---	:30	1	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---T---	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	Th	07/26/12	8:27 AM	Fox 8 Morning News	8-9a	:30	USPRTV11ACH	\$700.00	NM
13	07/27/12	07/27/12	Fox 8 Morning News	8-9a	----F--	:30	1	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	----F--	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 8	F	07/27/12	8:11 AM	Fox 8 Morning News	8-9a	:30	USPRTV11ACH	\$700.00	NM

## INVOICE



Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

Invoice #	Invoice Date	Invoice Month	Invoice Period
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	828	

www.myfox8.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	07/20/12	07/20/12	Fox 8 Morning News	9a-10a	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 F 07/20/12 Fox 8 Morning News 9a-10a :00 \$400.00 NM Credited									
15	07/23/12	07/23/12	Fox 8 Morning News	9a-10a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 M 07/23/12 9:27 AM Fox 8 Morning News 9a-10a :30 USPRTV11ACH \$400.00 NM									
16	07/24/12	07/24/12	Fox 8 Morning News	9a-10a	-T-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Tu 07/24/12 9:38 AM Fox 8 Morning News 9a-10a :30 USPRTV11ACH \$400.00 NM									
17	07/26/12	07/26/12	Fox 8 Morning News	9a-10a	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ---T--- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Th 07/26/12 9:46 AM Fox 8 Morning News 9a-10a :30 USPRTV11ACH \$400.00 NM									
19	07/20/12	07/20/12	Fox 8 News at 5pm	5-530p	----F--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 F 07/20/12 Fox 8 News at 5pm 5-530p :00 \$1,200.00 NM Credited									
20	07/24/12	07/24/12	Fox 8 News at 5pm	5-530p	-T-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Tu 07/24/12 5:16 PM Fox 8 News at 5pm 5-530p :30 USPRTV11ACH \$1,200.00 NM									
21	07/26/12	07/26/12	Fox 8 News at 5pm	5-530p	---T---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ---T--- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Th 07/26/12 5:10 PM Fox 8 News at 5pm 5-530p :30 USPRTV11ACH \$1,200.00 NM									
23	07/23/12	07/23/12	Fox 8 Early News 530-6P	530-6p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 M----- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 M 07/23/12 5:42 PM Fox 8 Early News 530-6P 530-6p :30 USPRTV11ACH \$1,200.00 NM									

## INVOICE



Send Payment To:  
**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

Invoice #	Invoice Date	Invoice Month	Invoice Period
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	828	

www.myfox8.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	07/25/12	07/25/12	Fox 8 Early News 530-6P	530-6p	--W----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 --W---- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 W 07/25/12 5:47 PM Fox 8 Early News 530-6P 530-6p :30 USPRTV11ACH \$1,200.00 NM									
25	07/27/12	07/27/12	Fox 8 Early News 530-6P	530-6p	----F--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/27/12 5:44 PM Fox 8 Early News 530-6P 530-6p :30 USPRTV11ACH \$1,200.00 NM									
27	07/20/12	07/20/12	Fox 8 News at 6pm	6-630p	----F--	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/20/12 Fox 8 News at 6pm 6-630p :00 <del>\$1,600.00</del> NM Credited									
28	07/24/12	07/24/12	Fox 8 News at 6pm	6-630p	-T-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Tu 07/24/12 6:23 PM Fox 8 News at 6pm 6-630p :30 USPRTV11ACH \$1,600.00 NM									
29	07/26/12	07/26/12	Fox 8 News at 6pm	6-630p	---T---	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ---T--- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Th 07/26/12 6:23 PM Fox 8 News at 6pm 6-630p :30 USPRTV11ACH \$1,600.00 NM									
31	07/20/12	07/20/12	Late News M-F	10-1030p	----F--	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/20/12 Late News M-F 10-1030p :00 <del>\$1,300.00</del> NM Credited									
32	07/24/12	07/24/12	Late News M-F	10-1030p	-T-----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Tu 07/24/12 10:11 PM Late News M-F 10-1030p :30 USPRTV11ACH \$1,300.00 NM									
33	07/26/12	07/26/12	Late News M-F	10-1030p	---T---	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ---T--- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Th 07/26/12 10:15 PM Late News M-F 10-1030p :30 USPRTV11ACH \$1,300.00 NM									



Send Payment To:  
**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

<u>Invoice #</u> 562428-1	<u>Invoice Date</u> 07/29/12	<u>Invoice Month</u> July 2012	<u>Invoice Period</u> 06/25/12 - 07/29/12
<u>Advertiser</u> American Crossroads		<u>Product</u> American Crossroads	<u>Estimate Number</u> 828

[www.myfox8.com](http://www.myfox8.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
34	07/23/12	07/23/12	Late News M-F	1030-11p	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 M----- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 M 07/23/12 10:46 PM Late News M-F 1030-11p :30 USPRTV11ACH \$1,000.00 NM									
35	07/25/12	07/25/12	Late News M-F	1030-11p	--W----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 --W---- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 W 07/25/12 10:38 PM Late News M-F 1030-11p :30 USPRTV11ACH \$1,000.00 NM									
36	07/27/12	07/27/12	Late News M-F	1030-11p	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 F 07/27/12 10:40 PM Late News M-F 1030-11p :30 USPRTV11ACH \$1,000.00 NM									
38	07/21/12	07/21/12	MLB on FOX	330-7p	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----S- 1 \$350.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Sa 07/21/12 3:00 PM MLB on FOX 330-7p :00 <del>\$350.00</del> NM Credited									
39	07/28/12	07/28/12	MLB on FOX	330-7p	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S- 1 \$350.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Sa 07/28/12 3:58 PM MLB on FOX 330-7p :30 USPRTV11ACH \$350.00 NM									
40	07/22/12	07/22/12	Su 6p-7p	6p-7p	-----S	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----S 1 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Su 07/22/12 6:09 PM Su 6p-7p 6p-7p :30 USPRTV11ACH \$450.00 NM									
41	07/29/12	07/29/12	Su 6p-7p	6p-7p	-----S	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S 1 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 Su 07/29/12 6:49 PM Su 6p-7p 6p-7p :30 USPRTV11ACH \$450.00 NM									
42	07/23/12	07/23/12	Fox 8 Morning News	6-7a	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 8 M 07/23/12 6:15 AM Fox 8 Morning News 6-7a :30 USPRTV11ACH \$800.00 NM									

## INVOICE



Send Payment To:  
**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

www.myfox8.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	828	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
43	07/25/12	07/25/12	Fox 8 Morning News	6-7a	--W----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 --W---- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 W 07/25/12 6:52 AM Fox 8 Morning News 6-7a :30 USPRTV11ACH \$800.00 NM									
44	07/27/12	07/27/12	Fox 8 Morning News	6-7a	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/27/12 5:59 AM Fox 8 Morning News 6-7a :30 USPRTV11ACH \$800.00 NM									
46	07/20/12	07/20/12	Noon News	12-1230p	----F--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----F-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 F 07/20/12 Noon News 12-1230p :00 \$100.00 NM Credited									
47	07/24/12	07/24/12	Noon News	12-1230p	-T-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -T----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Tu 07/24/12 12:11 PM Noon News 12-1230p :30 USPRTV11ACH \$100.00 NM									
48	07/26/12	07/26/12	Noon News	12-1230p	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ---T--- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Th 07/26/12 12:11 PM Noon News 12-1230p :30 USPRTV11ACH \$100.00 NM									
49	07/25/12	07/25/12	SYTYCD	8p-10p	--W----	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 --W---- 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 W 07/25/12 9:37 PM SYTYCD 8p-10p :30 USPRTV11ACH \$2,800.00 NM									
56	07/28/12	07/28/12	MLB on FOX	330-7p	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Sa 07/28/12 7:17 PM MLB on FOX 330-7p :30 USPRTV11ACH \$350.00 NM Ran out of time									
57	07/23/12	07/27/12	Noon News	12-1230p	MTWTF--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 W 07/25/12 12:16 PM Noon News 12-1230p :30 USPRTV11ACH \$100.00 NM									

Total Spots 37 Gross Total \$29,300.00



**INVOICE**

Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

www.myfox8.com

**Payment Terms 30 Days**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
562428-1	07/29/12	July 2012	06/25/12 - 07/29/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
American Crossroads	American Crossroads	828

<u>Agency Commission</u>	<b>\$4,395.00</b>
--------------------------	-------------------

<u>Net Amount Due</u>	<b>\$24,905.00</b>
-----------------------	--------------------



**CROSSROADS MEDIA, LLC**

**MEDIA ACCOUNT**  
66 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

29643

7/19/2012

PAY TO THE ORDER OF **WGHP-TV**

\$ **\*\*34,892.50**

Thirty-Four Thousand Eight Hundred Ninety-Two and 50/100\*\*\*\*\*

DOLLARS

**WGHP-TV**  
2005 Francis Street  
High Point, NC 27263

*[Signature]*  
*[Signature]*  
**PATRICIA WHELAN**

TWO SIGNATURES REQUIRED OVER \$10,000.00



MEMO

**AmerCross NC Pres 7/20-7/30/12**

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT.

⑈029643⑈ ⑆056005253⑆

⑈2006 3288⑈

CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT

**WGHP-TV**

29643

**AmerCross NC Pres 7/20-7/30/12**

7/19/2012

34,892.50

Media Account

**AmerCross NC Pres 7/20-7/30/12**

34,892.50